

Chapter 8 “Creating a Buying Vision and Energizing the Sales Process” Homework

1. What are some business elements that continue to drive solution decisions that clients require?

- Corporate consolidations, mergers, and acquisitions
- Focus on core competencies within any organization
- Intense focus on expense management and cost reductions
- Expanded use of incentive management to drive employee performance toward corporate goals
- Production and sale of a profitable mix of products to clients
- Requirements to design and launch new products and services faster and more frequently
- Segmented channel management programs and profitable sales channels
- Development of virtual manufacturing and distribution capabilities through the extended supply chain
- Establishment of operational excellence and lean manufacturing programs to reduce production costs
- Management of spending on the materials and components that go into finished products
- Minimized risk and improved management control
- Process management and quality programs
- Improved client support, fulfillment, and service
- More responsive and cost-effective relationships with suppliers
- Improved time to market through collaboration with design partners and suppliers
- Better information to employees
- Collaboration across the Internet

2. What are some examples of vital signs?

- A compelling reason to act: There is an acknowledged business urgency to pursue
- An IBM unique value: The prospect perceives a differentiation in our relationship and solution approach that meets their needs better than anyone else's
- Support of the key decision leader: You have access to and support of the key player who can make things happen
- Client benefit value: The prospect perceives high benefit from this solution approach

3. Pick an industry and list the benefits and key plays of becoming an On Demand Business.

Industries are listed from pages 98-104.

4. Describe the Signature Selling Methodology (SSM).

SSM is Team IBM's common approach to client interactions. It creates value for clients and is designed to supplement and compliment the skills and selling styles of Team IBM. The SSM stages are used as reference points to indicate where the client is in their buying process and where IBM is in their selling process.

5. Write down a few common client objections and how you would address them.